

Simpson Crawford Co.
SIXTH AVE. 19TH TO 20TH STREETS

OPEN ALL DAY SATURDAY, JULY 2: Want to give you plenty of time to select your Fourth of July outing requisites; but of course an early selection is always advisable.

Sale of St. Gall embroidered \$2 Swisses. 48c

TO the people who waited to see the result of this great sale of St. Gall embroidered \$1.50, \$2 and \$2.50 Swisses at 48c, we want to say that we wish you could have been here to see the crowds. Perhaps, though, it is better that you deferred your selection. We'll admit that we had all the customers we cared to attend in one day—all, in fact, that we could possibly wait upon. But come to-morrow. The diversity of colors and designs is still comprehensive, for 10,000 yards is a vast quantity of Swisses. There are plenty of the \$2.50 values.

48c \$3.60 enables you to select a bona-fide \$18.75 suiting, for these Swisses are 44 inches wide, and it takes but 7½ yards to make up one of those charming evening gowns, a dainty frock for the afternoon or a cool Summer dress.

48c

Every imaginable color and design—dots, spots, lace effects, scroll effects, vines, flowers, buds, blossoms and fruit are embroidered in handsome contrasting colors—white, pink, light blue, tan, champagne, oxblood, cream, lavender and black. Not a yard in the lot worth less than \$1.50; most of them \$2 and a great many \$2.50—while they last, 48c.

5,000 yards of fine white Persian lawn—42 inches wide—regular price 35c., at 19c.

12½c. gingham in checks, mostly blue and white, at 8c.	19c. chevrots, 32 inches wide, plain shades, 12½c.
12½c. Chambray, plain shades, 8c.	29c. Panama suitings, dotted effects, 15c.
12½c. dress lawn polka dots, 8c.	39c. white fancy madras for waists, 19c.

—SIMPSON CRAWFORD CO.—
\$1 silks for smart summer suits at 48c.

The reason so many hundreds of smart dressers have selected this excellent quality #1 Pongee silk at 48c. is that it takes but 10 yards to make one of those cool summer shirt-waist suits, bringing the cost of the material down to \$4.80—it is 27 inches wide. We overheard a woman say: "It's the best bargain I ever saw. I'll take 20 yards."

That shows the spirit of this unusual sale. Even with an extra force of clerks we couldn't cut up the silk into lengths fast enough, but we had 10,000 yards, and there's enough for those who come to-morrow. But you must come Wednesday, if you want a suit of this fashionable Pongee silk.

Suits for shirt waist suits in the season's most desirable shades—those effective checks, stripes and smart Jacquard silks—not a single yard which you can duplicate elsewhere for less than 75c. per yard—it will be a great treat to-morrow at the extremely low price of 48c.

—SIMPSON CRAWFORD CO.—

Great sale bathing suits, \$2.95

YOU can go to most any store and buy an ordinary bathing suit at \$2.95, but there's only one store where you can buy this exceptionally high quality at that price—Simpson Crawford Co.'s.

It's a very smart style—one you'll be proud to wear in the waves. We don't sell cheap bathing suits at all.

\$2.95

The difference between ours and many others is that ours are made of material that is so treated as to render it

\$8.50 matting

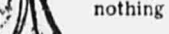
to-morrow, \$4.75

A CLEARING sale that positively offers you the best values of the season.

4.75 for 7.75 to 8.50 jointless
China matting, in block and pin effects—40 yards to the roll— $\frac{3}{4}$ rolls same rate.

5.65 for 9.75 to 10.50 extra
heavy jointless China matting, all colors.

7.85 for \$12 jointless matting.

 We have other suits at higher prices—all in all the finest showing in New York. Be glad to send you one if you're away in the country—order by mail.

Women's bathing suits of blue and black mohair, fancy sailor collar, full blouse and bloomers, \$2.05

very closely woven, 85 lbs. to the roll, extra quality, very serviceable.

8.65 for \$14 matting, 90 lbs. to the roll, extra quality, very serviceable.

10.65 for \$16 China matting, 116 warp.

Japan matting.

plaited skirt.....	2.95	7.85 for 11.50 to 12.50 cotton warp matting, blues, reds and gold
Women's mohair bathing suits in blue and black, prettily lined with white braid, the new Holland square collar.....	\$3.95	9.25 for 13.50 to 14.50 cotton warp matting, carpet effects.
Women's brilliantine bathing suits in black or blue, broad gir- lar collar in white and black combination.....	\$5.00	16.95 for \$24 finest quality Japan

iris' bathing suits of brilliantine, blue only, trimmed with
sailor collar of duck, trimmed with red, embroidered anchor on
field, sizes 8 to 16 years.....

— SIMPSON CRAWFORD CO. —

August 75c

matting, made from rice straw, figures woven through and through; beautiful floral effects; plain white; the best wearing Japan matting made.

\$2.95

**Correct 75c
stationery, 25c**

Millinery: Outing necessities

SIMPSON CRAWFORD CO. have a complete showing—whether you desire a street or carriage hat, a yachting, golfing, steamer

Women's trimmed white dress hats—Made on wire frames, of beautiful white braille, with high-contrast flower trimmings—would be excellent value at \$12.50, at **\$7.95**

100 sheets of paper and 80 envelopes. **25c**

Two styles—assorted linen and fabric finish with various desirable tints—50 Standard Staffordshire linen, new.

Untrimmed hat department—Every new, desirable style in untrimmed hats, from the new sailor effects at 95c. to the splendidly made exclusive dress turbans and hats.

Women's trimmed white sailor effects—the newest shapes, trimmed prettily with silk, \$3.50

pompons or breasts, worth \$5.50, at.....

Important:
If you're in the country
send for a cabinet by mail.
If you're going to the
store, bring a tape measure.

country take a cabinet
with you.

visiting cards and plate, name,
rest work, \$1 value, at65c

visiting cards from own plate,

Ruffled curtains at 39c. THESE are not the cheap, flimsy curtains usually
90c. for \$1.50 reed rocker THAT just shows how little it costs to make

offered at prices up to 50c., but are good quality rum-sisal, light in weight, dainty as can be and inexpensive the Summer home or the city home in warm weather.

Fifth Floor.

They come in dots, stripes, figures and the latest fashions and interesting designs to morrow.

Sale begins to-morrow—including rockers, arm chairs, teeta-

Fifth Floor.

90c your selection while the gathering is complete.

\$1.95 \$2.25 \$2.95 \$3.75
 —SIMPSON CRAWFORD CO.—
Pure foods and wines.
 1935

These prices show how little it costs to buy the every day table necessities and have the very best to eat, can depend upon it—the delicacies are priced extremely too.

Sixth Floor.

So you'll want to take advantage even if you're miles away in the country or at the beach—send your order to

Handy stove for you—outing 55c

—SIMPSON CRAWFORD CO.—

order by mail. It's more homelike to have the same good things to eat that you have when in the city. Our telephone number is Chelsea 2,100.

5#	1/2 barrel	feet; lb. 35¢; 3
sack		lb. lb. decorated
Teas for		canister. \$1.05

White
stacked
stock: peach,
orange, apple

TO-MORROW we're going to sell this handy little alcohol stove at 55¢ just because so many people will want them to take along on their Fourth of July outings. It includes a small can of outback.


Franklin's **Laubenhaimer** **Kühn** **Erhardt** **Frankfurt** **am-Main** **case 12** **2-gal. water coolers.** **A drink of cool, sparkling water is the best**

[illegible]

per obtainable, 3 net weight, in a 5 tone (crack vered) 1.25	ground lb. 12c 5 lb. 5.25	Bottle, 1 gallon. 0.45 25c	\$1.45	\$1.75	\$2.15	\$2.55
Luocha and - Java Coffee - A popular blend of extra selected fresh roast coffee, 10 lb. \$2.45		Sherry, Port, Angelica Muscatel, Johann and Sauter Catawba; preferred quality, 5 years old, 1 gallon. 0.45 10 lb. 2.45				

**"Perfection"
oil cooker, \$4.85**

It's like the illustration—two
burners—doesn't heat the kitchen



Patent Flour 4 lb., \$1.00; 10 lb., \$1.85.
Shurnburn & Co. Gold Medal or Heek Superiorite blend of finest imported rich Corn Meal.
Java and Mocha—“Succat” blend of finest imported rich Coffee.
Loeville (Clarke)—F. Mercein & Co., Bordeaux Imported in glass, case of 12 quart. \$4.75
“Favorite” steel gas range at \$12.25
 “Wolf” gas iron range while ironing—does away with fire in the kitchen. \$3.00

1